

Rep Order# 9834477 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/02/2012 8:20 AM
Last Received: 10/01/2012 3:45 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 1905
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1905
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-TH,M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$30.00	10/02-10/08	1 P4	1	1	\$30.00	
	2	SU	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$125.00	10/07-10/07	1 P2	1	1	\$125.00	
	3	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$250.00	10/02-10/08	1 P3	1	1	\$250.00	
	4	TU-F,M	530A-6A	GOOD MORNING CINCY @ 5A	:30	\$250.00	10/02-10/08	1	1	1	\$250.00	
	5	TU-F,M	6A-7A	GOOD MORNING CINCINNATI	:30	\$325.00	10/02-10/08	2 P3	1	2	\$650.00	
	6	TU-F,M	7A-9A	THE EARLY SHOW	:30	\$190.00	10/02-10/08	2 P3	1	2	\$380.00	
	7	TU-F,M	9A-10A	THE DOCTORS	:30	\$150.00	10/02-10/08	2 P3	1	2	\$300.00	
	8	TU-F,M	10A-11A	ANDERSON	:30	\$150.00	10/02-10/08	1 P3	1	1	\$150.00	
	9	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$650.00	10/02-10/08	1 Pa	1	1	\$650.00	
	10	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$350.00	10/02-10/08	1 P3	1	1	\$350.00	
	11	TU-F,M	1230P-130P	YOUNG N RESTLESS	:30	\$650.00	10/02-10/08	1 Pa	1	1	\$650.00	

Rep Order# 9834477 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/02/2012 8:20 AM
Last Received: 10/01/2012 3:45 PM
Showing Buylines: All Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 1905
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1905
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	TU-F,M	130P-2P	BOLD N BEAUTIFUL	:30	\$650.00	10/02-10/08	1 P2	1	1	\$650.00	
	13	TU-F,M	2P-3P	THE TALK	:30	\$550.00	10/02-10/08	1 P2	1	1	\$550.00	
	14	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$550.00	10/02-10/08	1 P2	1	1	\$550.00	
	15	TU-F,M	4P-5P	NEWS AT 4	:30	\$375.00	10/02-10/08	1 P3	1	1	\$375.00	
	16	TU-F,M	5P-527P	12 NEWS AT 5P	:30	\$525.00	10/02-10/08	1 P3	1	1	\$525.00	
	17	TU-F,M	530P-6P	NEWS	:30	\$600.00	10/02-10/08	1 P3	1	1	\$600.00	
	18	TU-F,M	6P-630P	NEWS	:30	\$1,200.00	10/02-10/08	1 P2	1	1	\$1,200.00	
	19	TU-F,M	630P-7P	NEWS	:30	\$1,500.00	10/02-10/08	1 P2	1	1	\$1,500.00	
	20	TU-F,M	7P-730P	INSIDE EDITION	:30	\$1,200.00	10/02-10/08	1 P2	1	1	\$1,200.00	
	21	TU-F,M	727P-8P	ENT. TONITE	:30	\$1,500.00	10/02-10/08	1 P2	1	1	\$1,500.00	
	22	TU-M	11P-1135P	12 NEWS AT 11P	:30	\$1,100.00	10/02-10/08	2 P2	1	2	\$2,200.00	
	23	TU-F,M	1136P-1236A	DAVID LETTERMAN	:30	\$750.00	10/02-10/08	1 P2	1	1	\$750.00	
	24	TU-F,M	1236A-136A	LATE LATE SHOW	:30	\$25.00	10/02-10/08	1 P4	1	1	\$25.00	
	25	TU	8P-9P	NCIS	:30	\$4,500.00	10/02-10/02	1 P2	1	1	\$4,500.00	
	27	TH	9P-10P	PERSON OF INTEREST	:30	\$3,000.00	10/04-10/04	1 P3	1	1	\$3,000.00	

Rep Order# 9834477 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/02/2012 8:20 AM
Last Received: 10/01/2012 3:45 PM
Showing Buylines: All Lines

3 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 1905
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1905
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	28	F	8P-9P	CSI: NY	:30	\$1,000.00	10/05-10/05	1 P4	1	1	\$1,000.00	
	29	SU	10P-11P	THE MENTALIST	:30	\$3,000.00	10/07-10/07	1 P3	1	1	\$3,000.00	

---REPORT TOTALS---

Report Totals: 32 / \$26,910.00

---SALES MONTHLY TOTALS---

Oct 12: 32 / \$26,910.00

Sales Totals: 32 / \$26,910.00

Station Totals: 32 / \$26,910.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$67,275	CABL	0%	EKRC	0%	UNKN	60%	WBQC	0%	WCPO	0%
		WKRC	40%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null
Demos RA35+

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 63099												
Line: 1												
10/03/12	Wednesday		:30	\$30.00		430-5a News	4:30 XM-5:00 XM	OBAMA ADD TO SKED / 1905		P-4	1	MWASH-
				\$30.00								
Line: 2												
10/07/12	Sunday	1:36:12 XM	:30	\$125.00		430-5a News	4:30 XM-5:00 XM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
				\$125.00								
Line: 3												
10/04/12	Thursday	5:27:42 AM	:30	\$250.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
				\$250.00								
Line: 4												
10/03/12	Wednesday	5:36:20 AM	:30	\$250.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
				\$250.00								
Line: 5												
10/04/12	Thursday	6:12:42 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 A	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
10/05/12	Friday	6:20:58 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 A	OBAMA ADD TO SKED / 1905		P-3	2	MWASH-
				\$650.00								
Line: 6												
10/03/12	Wednesday	7:59:11 AM	:30	\$190.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
10/05/12	Friday	7:54:00 AM	:30	\$190.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED / 1905		P-3	2	MWASH-
				\$380.00								
Line: 7												
10/04/12	Thursday	9:24:30 AM	:30	\$150.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
10/05/12	Friday	9:50:45 AM	:30	\$150.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA ADD TO SKED / 1905		P-3	2	MWASH-
				\$300.00								
Line: 8												
10/03/12	Wednesday	10:24:15 AM	:30	\$150.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
				\$150.00								
Line: 9												
10/04/12	Thursday	11:58:56 AM	:30	\$650.00		The Price is Right	11:00 AM-12:00 PM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
				\$650.00								
Line: 10												
10/04/12	Thursday	12:20:53 PM	:30	\$350.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
				\$350.00								
Line: 11												
10/04/12	Thursday		:30	\$650.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
				\$650.00								
Line: 12												
10/03/12	Wednesday		:30	\$650.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
				\$650.00								

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
------	---------	----------	--------	------	-------	--------------------	-------------	---------------------------	------------	----------	--------	----

Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 63099

Line: 13

10/05/12	Friday		:30	\$550.00		The Talk	2:00 PM-3:00 PM	OBAMA ADD TO SKED / 1905		P-2	1 MWASH	
				\$550.00							1	

Line: 14

10/04/12	Thursday		:30	\$550.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA ADD TO SKED / 1905		P-2	1 MWASH	
				\$550.00							1	

Line: 15

10/05/12	Friday		:30	\$375.00		4p Local 12 News at Fo (4:00:00 PM-5:00:00 P		OBAMA ADD TO SKED / 1905		P-3	1 MWASH	
				\$375.00							1	

Line: 16

10/04/12	Thursday		:30	\$525.00		5p Local 12 News at Fiv(5:00:00 PM-5:27:00 P		OBAMA ADD TO SKED / 1905		P-3	1 MWASH	
				\$525.00							1	

Line: 17

10/03/12	Wednesday		:30	\$600.00		5p Local 12 News at Fiv(5:30:00 PM-6:00:00 P		OBAMA ADD TO SKED / 1905		P-3	1 MWASH	
				\$600.00							1	

Line: 18

10/04/12	Thursday		:30	\$1,200.00		6p Local 12 News at Six6:00 PM-6:30 PM		OBAMA ADD TO SKED / 1905		P-2	1 MWASH	
				\$1,200.00							1	

Line: 19

10/05/12	Friday		:30	\$1,500.00		CBS Evening News	6:30 PM-7:00 PM	OBAMA ADD TO SKED / 1905		P-2	1 MWASH	
				\$1,500.00							1	

Line: 20

10/04/12	Thursday		:30	\$1,200.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA ADD TO SKED / 1905		P-2	1 MWASH	
				\$1,200.00							1	

Line: 21

10/03/12	Wednesday		:30	\$1,500.00		M-F 730p-8p	7:27 PM-8:00 PM	OBAMA ADD TO SKED / 1905		P-2	1 MWASH	
				\$1,500.00							1	

Line: 22

10/04/12	Thursday		:30	\$1,100.00		11p M-Su Local 12 New 11:00 PM-11:35 PM		OBAMA ADD TO SKED / 1905		P-3	1 MWASH	
10/05/12	Friday		:30	\$1,100.00		11p M-Su Local 12 New 11:00 PM-11:35 PM		OBAMA ADD TO SKED / 1905		P-3	2 MWASH	
				\$2,200.00							2	

Line: 23

10/03/12	Wednesday		:30	\$750.00		Letterman	11:36 PM-12:36 XM	OBAMA ADD TO SKED / 1905		P-2	1 MWASH	
				\$750.00							1	

Line: 24

10/04/12	Thursday		:30	\$25.00		Late Late Show	12:36 XM-1:36 XM	OBAMA ADD TO SKED / 1905		P-4	1 MWASH	
				\$25.00							1	

Line: 25

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
------	---------	----------	--------	------	-------	--------------------	-------------	---------------------------	------------	----------	--------	----

Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 63099

Line: 25

10/02/12	Tuesday		:30	\$4,500.00		Tue Reg 1	8:00 PM-9:00 PM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH
				\$4,500.00							1	

Line: 26

10/04/12	Thursday		:30	\$3,000.00		Thu Reg 2	9:00 PM-10:00 PM	OBAMA ADD TO SKED / 1905		P-3	1	MWASH
				\$3,000.00							1	

Line: 27

10/05/12	Friday		:30	\$1,000.00		Fri Reg 1	8:00 PM-9:00 PM	OBAMA ADD TO SKED / 1905		P-4	1	MWASH
				\$1,000.00							1	

Line: 28

10/07/12	Sunday	:28:10 PM	:30	\$3,000.00		Sun Reg 4	10:00 PM-11:00 PM	OBAMA ADD TO SKED / 1905		P-3	1	MWASH
				\$3,000.00							1	
				\$26,910.00							32	
				\$26,910.00							32	
				\$26,910.00							32	
				\$26,910.00							32	
				\$26,910.00							32	

[Filtered by:] [Sorted by: Station]